

ORDER

**KSNV**

Orders
Order / Rev: 107338
Alt Order #: 06860064
Product Desc: OBAMA ADD
Estimate: 1905
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama for America
Demographic: A35+
Product Codes: PLC01-Democrat
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	10	\$26,565.00	\$22,580.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$26,565.00	\$22,580.25	0.00
Totals	10	\$26,565.00	\$22,580.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	25%	\$26,565.00
Market	100%	\$106,260.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$26,565.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$25,502.40
KTUD	1%	\$1,062.60
KVVU	20%	\$21,252.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,313.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-			1			\$625.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	KSNV	10/02/12	10/08/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	2	\$40.00	3	0.00	NM	1	\$40.00
Last Call w/Carson Daly															
LAST CALL WITH CARSON DALY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/02/12	10/08/12	MTWTF--		2		\$40.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KSNV	10/02/12-10/08/12		Last Call w/Carson Daly		136-205am		MTWThF----	:30	(\$40.00)	0.00	NM			
Credited															
[credit - mg on 6863795]															
													Totals	10	\$26,565.00